

Will My Input Make A Difference?

Yes! Your input will help the study team identify the potential problem areas, opportunities, and constraints in the corridor. It will also help the study team identify and prioritize corridor projects and develop the potential corridor improvement scenarios.

Next Steps

Forecast Population and Employment

The study team will forecast future population and employment for the corridor by analyzing several factors that affect population and employment growth, including:

- Existing and anticipated development patterns
- Economic development trends

Population and employment forecasts will help the study team understand how future population and employment growth could impact travel needs in the corridor.

Assess Future Travel Demands (Travel Demand Forecasting)

Travel demand forecasting is the process used to predict travel behavior and resulting demand for a specific future time frame, based on assumptions dealing with land use, the number and character of trip makers, and the nature of the transportation system. The study team will calculate the future travel demands of the corridor using the forecasted population and employment data, regional data and studies, traffic modeling software, and other computer applications.

Identify Potential Improvement Scenarios

The results of the existing conditions analysis and the future travel demand assessment along with input received from the public will be used by the study team to formulate the initial corridor improvement scenarios. At the second round of public meetings, the public will be asked to review and comment on recommended improvements.

Pubic Involvement

How Will the Public be Involved in the Rest of the Study Process?

A second round of public meetings will be held to provide the public an opportunity to review the corridor study findings and the initial recommendations for improvements. Check your local papers for meeting advertisements, local community buildings for flyers, and/or visit our website for more information.

What Else is the Study Team Doing to Understand Local Issues and Opportunities?

- Stakeholder Interviews**—The study team is conducting interviews with key stakeholders. Input from these interviews will help the team define issues, set goals, obtain data, gain input on public involvement approaches, and gather input for other tasks.
- Local Agency Briefings**—The study team is conducting briefings with community leaders and stakeholder groups to provide up-to-date information and gather input. In order to reach the greatest number of people, briefings “piggyback” on standing community meetings.
- Technical Advisory Committee**—A technical advisory committee serves as the core group responsible for providing overall direction and guidance to the study team during the development of evaluation criteria and the analysis of potential recommendations. This committee includes representatives from local jurisdictions, metropolitan planning organizations, and state transportation planning partners.

SR 365 Corridor Study



PUBLIC MEETING HANDOUT

August 29, 2006

Introduction: Using This Handout

The information in this handout supplements the information displayed around the room. As you look at the map displays, you can reference the corresponding sections in this handout to get information on the study’s data and key findings.

In addition, this handout provides information on the study process, public involvement efforts, and the next steps.

We Want To Hear From You!

Your feedback is important to us.

Don't forget to complete and return the meeting comment forms.

Task 1. Compile and Review Existing Data: What Did We Look At?

Transportation Studies/Plans

Previous transportation studies and plans provide information on projects that are planned and/or programmed along the corridor. The following studies were reviewed:

- GDOT Construction Work Program and STIP
- Gainesville-Hall Long Range Transportation Plan
- Multimodal Transportation Studies (Banks-Franklin-Jackson, Habersham, Rabun, Stevens, and White Counties)
- Northern Sub-Area Study
- Appalachian Scenic Corridor

Traffic Data

The collection of traffic- and travel-related information is necessary to identify where, when, and how people travel in the corridor. Traffic data collection efforts included:

- Traffic counts

- Trip types

- Origins/destinations

- Vehicle types

Roadway/Bridge Data

Georgia DOT’s Roadway Characteristics Inventory (RCI) and Pavement Condition Evaluation System (PACES) and existing aerial photography were collected. This data is useful in identifying key roadway features, such as:

- Number of lanes
- Posted speed limit
- Location of all intersecting streets
- Pavement condition
- Intersection traffic control devices

Bridge data was also obtained from Georgia DOT for all structures along SR 365 within the study limits.

Collision Data

Georgia DOT crash record data for the SR 365 corridor from 2000 to 2004 (most recent available) was reviewed. This data will help identify potential problem areas related to safety.

Land Use, Environment, and Socioeconomic Data

A number of additional data sources were consulted to determine the existing land use, demographics, environment, and economic makeup of the corridor. These sources included:

- Comprehensive plans (updates underway in Hall and Habersham counties)
- Development Potential of the SR 365 Corridor in Hall County
- U.S. Bureau of Census
- infoUSA
- Georgia Department of Community Affairs
- National Wetlands Inventory
- United States Geological Survey
- Developments of regional impact (DRIs)
- Existing land use maps
- Windshield surveys

# Task 2. Develop Corridor Networks: How Did We Create a Travel Demand Model of This Corridor?

Two levels of analysis were required for this study: a general corridor-level analysis and a more detailed location-specific level of analysis.

The corridor-level analysis addressed area wide issues, such as the traffic demands and impacts of alternate transportation modes. The location-specific level of analysis will be used to evaluate change in access issues, potential alternative interchange configurations, and operational improvements. Separate computer models were developed for each analysis level.

# Task 3: Existing Conditions Analysis: What Did We Find?

## Why Is This Analysis Useful?

The existing conditions analysis is intended to establish a baseline of existing conditions in the SR 365 corridor from the end of I-985 at SR 369/Jesse Jewell Parkway in Gainesville to Demorest – Mount Airy Highway, just beyond U.S. 441, east of Demorest. The existing conditions data along with public input will help the study team identify the transportation needs and opportunities in the corridor, prioritize corridor needs and projects, and compare the effectiveness and impacts of potential corridor improvement scenarios. What follows is a description of the key findings from the existing conditions analysis and the sources for the data. This information supplements the information displayed around the room.

## POPULATION AND EMPLOYMENT

### How was this data estimated?

- Corridor population data is based on 2005 U.S. Census information, projected school enrollment, and existing land use
- Employment locations and the number of employees for 2005 were mapped using data obtained from infoUSA

### What are the key findings?

- Total population for 2005 is 205,374 persons
- Total employment for 2005 is 87,339 jobs
- Hall County has more than four times the population of Habersham County
- Hall County has six times the employment of Habersham County

## COLLISIONS

### How was this data obtained?

- Georgia DOT collision data from 2000 to 2003

### What are the key findings?

- 864 collisions between 2000 and 2003, including 489 injuries and 13 fatalities
- Most collision crash types included:
  - Rear end
  - Angle
  - Collision with objects (i.e. deer, tree, guardrail)
- Most collisions occurred during daylight hours
- The total collision rate along the section classified as “principal arterial rural” is 20% higher than the statewide average for similar roadways. The total collision rate along the section classified as “principal arterial urban” is 25% higher.

# Task 3: Existing Conditions Analysis (continued)

## ROAD/BRIDGE CONDITIONS

### How was this data obtained?

- Georgia DOT PACES database
- Windshield survey

### What are the key findings?

- SR 365 corridor has 8 bridges and all are sufficient with ratings from 91 to 99
- Pavement along SR 365 in Hall County is rated at 65, suggesting the need for rehabilitation
- Pavement along the Habersham County segment of SR 365 is rated above 70, indicating adequate condition

## ORIGINS AND DESTINATIONS

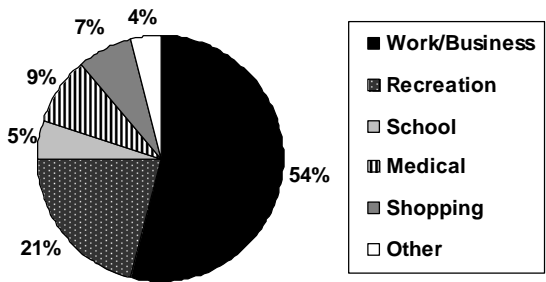
### How was this data obtained?

- Data collected during daylight hours (7am-7pm)
- Survey vehicles entered the traffic stream and followed the first vehicle encountered until its trip terminated or it passed completely through the corridor
- On-site roadside surveys were conducted with corridor travelers (Thank you for your patience!)

### What are the key findings?

- There are approximately 15,000 daily through trips
  - 46% of total traffic at south end
  - 65% of total travel at north end
- Local trips are oriented strongly to/from Gainesville and Clarkesville/Mt. Airy

Corridor Trips by Type



## EXISTING LAND USE/ENVIRONMENT

### How was this data collected?

- Reviewed aerial photography and existing land use maps by county
- Completed windshield survey
- Conducted research of electronic database records

### What are the key findings?

- 52% of land is undeveloped
- 31% of land is residential
- 7% of land is commercial/industrial
- 16 potential UST/Hazmat sites identified
- Several potential historic sites identified
- Several cemeteries sites identified

## TRAFFIC/LEVELS OF SERVICE

### How was this data collected?

- 24-hour traffic counts and peak-hour intersection counts

### What are the key findings?

- Eight signalized intersections identified
- All current operate at LOS C or better (acceptable)
- According to recent traffic growth, traffic will be 2 to 4 times current volumes by year 2030.

## What is “level of service (LOS)”?

Level of Service is a measure used to describe the operating conditions of a roadway. The LOS of a roadway is represented by letter rankings ranging from “A” (free-flowing conditions) to “F” (stop-and-go conditions).